

**IN THE CLAIMS:**

Please amend claim 1 as follows:

1. (amended) A liquid crystal display apparatus having a pair of substrates of which at least one substrate is transparent and a liquid crystal layer sandwiched between the substrates, comprising:

a plurality of scanning electrodes formed on one of the substrates; and

a plurality of signal electrodes intersecting in a matrix form with said plurality of scanning electrodes;

wherein the display apparatus further comprises, within each of the regions surrounded by said plurality of scanning electrodes and said plurality of signal electrodes:

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(a) a display data holding circuit connected to a corresponding scanning electrode and signal electrode, for fetching and storing display data from a signal electrode in response to a scanning signal for holding a display image without updating the display data while a power supply to the display apparatus is maintained, the display data holding circuit having one of a coplanar and an inverse stagger structure;

(b) a switching device connected to said display data holding circuit and having a switching operation thereof controlled by the display data holding circuit; and

(c) a display electrode connected to said switching device.

Please cancel claims ~~2-5~~ without prejudice or disclaimer of the subject matter thereof.

Please amend claim 6 as follows:

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6. (amended) A liquid crystal display apparatus according to claim 1, wherein said display data holding circuit includes a thin film transistor having a gate connected to the corresponding scanning electrode and one of a drain and a source connected to the corresponding signal line, and a capacitor at least partially formed by a portion of one of the drain and the source of said thin film transistor.

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Please cancel claim 8 without prejudice or disclaimer of the subject matter thereof.

Please amend claims 9-11 as follows:

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9. (amended) A liquid crystal display apparatus according to claim 1, wherein said display data holding circuit includes a thin film transistor which has a gate connected to the corresponding scanning electrode and one of a drain and a source connected to corresponding signal electrode, and a static memory circuit connected to the other of the drain and the source of said thin film transistor, the static memory circuit including a plurality of thin film transistors.

10. (amended) A liquid crystal display apparatus having a pair of substrates of which at least one substrate is transparent and a liquid crystal layer sandwiched between the substrates, comprising:

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- a plurality of first scanning electrodes formed on one of the substrates;
- a plurality of signal electrodes intersecting in a matrix form with said plurality of first scanning electrodes;

- a plurality of second scanning electrodes provided along said first scanning electrodes or said signal electrodes;

wherein the display apparatus further comprises, within each of the regions surrounded by said plurality of first scanning electrodes and said plurality of signal electrodes:

(a) a data holding circuit connected to a corresponding first scanning electrode, signal electrode, and second scanning electrode for fetching and storing display data from the signal electrode in response to voltages applied to the first and the second scanning electrodes;

(b) a capacitor connected to said data holding circuit;

(c) a switching device connected to said capacitor and having a switching operation thereof controlled by a voltage of the capacitor; and

(d) a display electrode connected to said switching device;

wherein a drive voltage of the liquid crystal display apparatus is an alternating current voltage having a period which is shorter than a period of fetching by the display data holding circuit.

11. (amended) A liquid crystal display apparatus according to Claim 10, wherein said switching device for driving pixels is composed of a TFT device: a signal for switching operation is input to a gate terminal of said TFT device, a drain terminal of said TFT device is connected to a display electrode, and a source terminal is connected to a reference line defining an average voltage of a liquid crystal drive voltage; and including AC voltage generation means for generating the liquid crystal drive voltage and timing signal generation means for generating a timing signal which is synchronized with a time when said liquid crystal drive voltage generated by said AC voltage generation means reaches an average voltage.

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Please cancel claims ~~12~~ and ~~13~~ without prejudice or disclaimer of the subject matter thereof.

Please amend claim ~~14~~ as follows:

14. (amended) A liquid crystal display apparatus according to claim 10, wherein each of said data holding circuits comprises:

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a first thin film transistor connected to a corresponding first scanning line at a gate thereof and to a corresponding second scanning line at one of a drain and a source thereof; and

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a second thin film transistor connected to a corresponding signal electrode at a gate thereof and connected with said first thin film transistor and said capacitor in series.

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Please cancel claims 15/17 without prejudice or disclaimer of the subject matter thereof.

Please add the following new claims:

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--18. A liquid crystal display apparatus having a pair of substrates of which at least one substrate is transparent and a liquid crystal layer sandwiched between the substrates, comprising:

a plurality of scanning electrodes formed on one of the substrates; and

a plurality of signal electrodes intersecting in a matrix form with said plurality of scanning electrodes;

wherein the display apparatus further comprises, within each of the regions surrounded by said plurality of scanning electrodes and said plurality of signal electrodes:

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(a) a display data holding circuit having one of an inverse stagger structure and a coplanar structure, and connected to a corresponding scanning electrode and signal electrode, for fetching and storing display data from a signal electrode in response to a scanning signal for holding a display image without updating the display data while a power supply to the display apparatus is maintained, said power supply applying an alternating current voltage;

(b) a switching device connected to said display data holding circuit and having a switching operation thereof controlled by the display data holding circuit,

said switching device including a first switching device controlling connection and disconnection between a first electrode applied an alternating current voltage having the same phase as said power supply and a display electrode, and a second switching device connecting and disconnecting between a reference electrode applying a reference voltage to the display electrode, and said display electrode; and

(c) a display electrode connected to said switching device, said first and second switching devices being controlled so that only one of said first and second switching devices is turned ON depending upon the digital display data stored in said display data holding circuit.

19. A liquid crystal apparatus according to claim 18, wherein a control of said second switching device in each period of an alternating current voltage applied to the power supply provides a first period and a second period substantially immediately before reversal of polarity of said alternating current voltage, and further comprising:

as cont a second pixel enabling driving of a voltage waveform applied to the display electrode having polarity substantially inverted to that of said alternating current voltage waveform by controlling based on the digital display data in said first period and controlling to be in an OFF condition irrespective of the display data in said second period;

a first pixel enabling driving so as to constantly apply said alternating current voltage to said display electrode when said switching device is in an ON condition by constantly controlling said second switching device based on the display data and driving only one of said first and second switching devices to be in the ON condition;

wherein said first pixels and said second pixels are arranged alternately for inverting polarities of the liquid crystal driving voltage of adjacent pixels.

20. A liquid crystal display apparatus according to claim 19, wherein said second switching device is constructed with one of a coplanar and inverse stagger TFT, a gate electrode thereof is connected to said data holding circuit and said reference voltage via a first control TFT and a second control TFT;

said first control TFT and said second control TFT are constructed with mutually different types of TFT of pch and nch, and gate terminal thereof is connected to the control line.

21. A liquid crystal display apparatus according to claim 18, wherein said display electrode is an opaque reflection electrode arranged in overlapping relationship with at least one of said scanning electrode, said signal electrode and a thin film transistor for enabling driving of the liquid crystal display apparatus in a reflection type display mode.

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22. A liquid crystal display apparatus according to claim 21, wherein said liquid crystal layer is a guest-host type liquid crystal.

23. A liquid crystal display apparatus according to claim 1, wherein said display electrode is an opaque reflection electrode arranged in overlapping relationship with at least one of said scanning electrode, said signal electrode and a thin film transistor for enabling driving of the liquid crystal display apparatus in a reflection type display mode.

24. A liquid crystal display apparatus according to claim 23, wherein said liquid crystal layer is a guest-host type liquid crystal.

25. A liquid crystal display apparatus according to claim 10, wherein said display electrode is an opaque reflection electrode arranged in overlapping